



TRADE SHOW OPPORTUNITY

FOOD ASIA 2004

SINGAPORE

When: April 20-23, 2004

Who Should Attend: U.S. manufacturers and exporters of food and beverage products.



Why: Singapore is located at the heart of Asia, which has a huge combined market. In a recent survey done by Economist Intelligence Unit, Singapore was voted as having the best business environment in Asia. Singapore is well-served by air, sea and telecommunications connectivity. As the world's busiest port, Singapore is the focal point for 400 shipping lines to more than 700 ports worldwide.



Over 33,000 international buyers from 92 countries attended Food Asia 2002. For Food Asia 2004, you will find thousands of buyers from hotels, restaurants, fast-food/quick-service outlets, supermarkets, hypermarkets, grocery stores, as well as food and drink importers, wholesalers, distributors and purchasing officers in industrial catering—to name a few.

The Market: Economically and industrially, Asia is the fastest growing region in the world. U.S. exports of consumer-oriented agricultural products to the ASEAN region from January to November 2002 amounted to \$605.2 million. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years.

Best Prospects: Fresh produce, chilled and frozen foods, meat and poultry, confectionery, snacks, ice cream, dairy products, seafood, specialty foods, ingredients, processed and convenience foods, drinks and beverages

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